

below about 50°C; and wherein at least a part of said active ingredient is present in said matrix.

24. The article according to claim 23, wherein said active ingredient is active in aqueous environments and wherein said article is water dispersible, water-disintegrating or water soluble.
25. The article according to claim 23, wherein said matrix comprises a Tg of between about -20°C and about 20°C and an elastic modulus of less than about 1 GN.m⁻².
26. The article according to claim 23, wherein said article is in the form of a foam which is stable upon contact with air and unstable upon contact with water.
27. The article according to claim 23, wherein said article comprises from about 30% to about 90% by weight of the matrix, from about 5% to about 70% by weight of water and from about 1% to about 15% by weight of plasticiser.
28. A process for producing an elastic article, said process comprising the steps of
 - a. obtaining a mixture of a polymeric material and a plasticiser;
 - b. chemically or physically introducing gas into said mixture of polymeric material and water;
 - c. prior to, simultaneously with, or subsequent to step (b), adding an active ingredient to said mixture of polymeric material and water; and
 - d. shaping the articles produced following step (c).
29. The process according to claim 28, wherein step (c) comprises obtaining a body comprising at least a portion of the active ingredient and enclosing said body in the mixture of step (b).
30. The process according to claim 28, wherein the mixture of step (a) is an aqueous mixture and wherein during step (b), (c) and/or (d), water is removed to result in the article being at least 3% by weight free of moisture.
31. The process according to claim 28, further comprising the steps of introducing a gas in a mixture comprising at least the polymeric material, water, plasticiser and, optionally, the active ingredient, to form a foam and forming particles, beads or tablets from the foam by use of a spraying, extrusion, moulding or micropastillisation, said process comprising at least one drying step.

32. A process for producing an elastic article with a foam article comprising cells, said process comprising the steps of
- forming a mixture of a polymeric material, an active material, a plasticiser and a liquid;
 - shaping a resultant body from step (a); and
 - evaporating at least a portion of liquid to form spacings in the mixture which form an inner area of cells within the elastic article.
33. The process according to claim 32, wherein step (c) is performed by freeze drying or by heating the body thereby causing at least a portion of the liquid to evaporate.
34. The elastic article according to claim 23 wherein the polymeric material comprises a water soluble polymer.
35. The elastic article according to claim 23 wherein said article comprises a relative density of from about 0.05 to about 0.9.
36. The elastic article according to claim 23, further comprising a closed cell and an open cell, wherein the ratio of closed to open cells is at least 1 to 1.
37. The elastic article according to claim 23, wherein said active ingredient is selected from the group consisting of: cleaning product ingredients, fabric care ingredients, pharmaceutical ingredients, cosmetic ingredients and mixtures thereof.
38. The elastic article according to claim 23, wherein said active ingredient is selected from the group consisting of: enzymes, perfumes, surfactants, brighteners, dyes, suds suppressors, bleaches, bleach activators, fabric softeners, fabric conditioners, antibacterial agents, effervescing systems and mixtures thereof.
39. The elastic article according to claim 23, wherein the active ingredient comprises at least one enzyme.
40. The elastic article according to claim 23, wherein said article is in the form of a granule, bead or tablet.
41. The elastic article according to claim 40, wherein bead comprises a particle size of from about 50 to about 4000 microns.

42. The elastic article according to claim 23, wherein said article comprises a cleaning composition, fabric care composition, cosmetic composition, pharmaceutical composition and mixtures thereof.
43. A cleaning composition, fabric care composition, cosmetic composition, personal care composition or pharmaceutical composition comprising the elastic article according to claim 23.
44. A method of delivering active ingredients, said method comprising the step of incorporating said active ingredients into the elastic article of claim 23 and delivering said active ingredients to an aqueous environment; wherein said active ingredients are detergent active ingredients.
45. A method of using an elastic article in a composition, said method comprising the steps of incorporating the elastic article of claim 23 into a composition, said composition selected from the group consisting of: cleaning compositions, fabric care compositions, personal care compositions, cosmetic compositions, pharmaceutical compositions and mixtures thereof.
46. The method of claim 45, further comprising the step of incorporating into said composition an active ingredient selected from the group consisting of: enzymes, perfumes, surfactants, brighteners, dyes, suds suppressors, bleaches, bleach activators, fabric softeners, fabric conditioners, antibacterial agents, effervescing systems and mixtures thereof.